

**San Francisco Estuary Project  
Implementation Committee Meeting**

November 2, 2007

Elihu M. Harris State Building  
Oakland, California

**DRAFT MEETING SUMMARY**

**1. Introductions/Approval of August 3, 2007 Meeting Summary**

Tom Mumley, Chair of the Implementation Committee, called the meeting to order at 10:15 am with a round of introductions. The Meeting Summary for August 3, 2007 was approved.

**2. Public Comments**

There were no public comments.

**3. SFEP Activities**

This agenda item was moved up from Item 5. An update on the project director search was given. We are awaiting notice from ABAG as to the number of applicants that have been selected for interviews. The first round of interviews will be for 6 applicants and the second round will reduce the pool to 3. Henry Gardner and Pat Jones will notify the IC of who and when the interviews will start. Members of the interview committee include Tom Mumley, Will Travis and Luisa Valiela.

**SOE Conference report:** The conference attracted over 850 participants not including the Oakland High School students that cycled through during the three days. The daily average was over 500. The conference committee will hold a de-briefing meeting in early December. Tom commented that the format was very well received and we should consider maintaining this format for future conferences. The format was an opening panel on day one, plenary sessions and breakout sessions on the 3<sup>rd</sup> day. Barbara stated that she would like to attend the de-briefing meeting.

Karen announced the dates for the CalFed Science Conference. It will take place at the Sacramento Convention Center on October 22-24, 2008 (Wed. – Fri.). The conference committee is being put together now.

Tom Graff, the recipient of the Jean Auer award was mentioned and his plaque was passed around the room. There were requests for his speech. Marcia Brockbank thanked Travis for organizing the opening panel. Tom Mumley stated that we are exploring posting conference information on the web. Travis shared that his speech is on the BCDC website. Overall the conference was deemed a good celebration of success of the estuary project with more restoration, more awareness but also more challenges.

2008 Project Budget update – Marcia stated that the hope is for each NEP to receive \$600K to start in October of 2008. Marcia also shared that Senator Feinstein had put the SF Estuary Project in for a 5 million dollar earmark. A draft workplan will be available at the next meeting – the first week in February. With additional funding the project could hire more staff, reinstate the small grants program or possibly do both. Marcia asked for preferences on how to use additional funding. Barbara Salzman wanted to know what staff would be doing and Marcia answered by saying it would relate to what the IC wants to do for implementation. Marcia noted that it takes a

year to get the funding out and this years funding is at \$418,000. Rick Morat commented that the timing, staff and priorities are opportunistic and it will depend on the priorities that are set. Ellen Johnck announced that she would be meeting with Senator Feinstein and would advocate for the 5 million dollar earmark to be added to the '08 budget.

The staff is currently developing a proposal for EPA funding on things associated with existing land use projects. If anyone wants to view the drafts let us know. Forrest Williams stated that San Jose has a green vision plan. It has all the items of green land use and is one of the more aggressive visions. Travis stated that it has good examples of green infill – this is how to do it right.

It was suggested that Steve McAdam be recognized for his long-term commitment to the Estuary Project since the beginning of the Project and through implementation.

**Action:** Ellen Johnck moved to entertain a motion to recognize and thank Steve McAdam. Barbara Salzman seconded. Motion approved. Rick Morat moved that we extend Steve a complimentary ticket to SOE. Tom seconded and motion approved.

Maxene Spellman asked if we could do the same for Marcia. Tom entertained a motion to recognize Marcia's service. She helped convent the project in 1987, has been the program manager since 1994 and has dedicated 20 years of service.

**Action:** Rick Morat moved and Ellen Johnck seconded

Agenda item 4 was moved up.

**Progress on CCMP completion:** Executive council concurrence was received from all agencies except the Resources Agency. To obtain federal consistency with CZMA, Steve McAdam said SFEP must write a letter sending the amended CCMP highlighting changes and listing how it integrates with BCDC policies administratively or take to the commission as a vote. Tom Mumley will propose CCMP update for recognition from the Regional Board.

Are there remaining contents to be addressed? Yes

Research & Monitoring

Outreach chapter – briefly explain to other implementation agencies

Performance measures – can be refined

Improving - filling gaps as needed

There will be no executive summary.

Question: Maxine Spellman – Does revision need Executive Council approval? Marcia answered that the IC approves. Tom indicated that a process for continuing to update is needed. Rick Morat stated call these things implementation and advise the Executive Council as necessary. Tom Mumley suggested we live with a web version versus a printed version. Ted Smith mentioned the original CCMP is a historical snap shot of changes.

Document still needs formatting and errata sheet.

There will be some printed copies for the committee but the intention is for a web-based document. A poll will be taken to determine who on the IC wants a hard copy. Additional hard copies will be printed for outreach purposes. Travis thought the notion of making it available on the web was noble but we should charge for printed copies. Karen said there are pros and cons to print versus web. Rick Morat stated that the web based version is preferable since you can print out only what you want. Tom Mumley said the document should also be hyper-linked and there is no reason to spend money to print in a fancy fashion. Maxene stated that agencies listed for implementation should have a hard copy. Rick asked if we want a motion and Tom deferred to Paula to work with staff and check in on future meetings.

Media Strategy report & Delta Vision Task Force letter – There was outreach at SOE. Multiple signatures are not acceptable on op-eds and we were not successful in getting op-eds but we were successful with SOE media. Beth Huning said that the Joint Venture put it on their podcasting and Tom indicated that we are now moving into implementation.

### **3. CCMP Implementation Priorities**

Take a priorities approach. Priority is to get the CCMP out on the street, the primary emphasis is deployment. Ellen Johnck said local general plans need to integrate with CCMP. LTMS needs more integration with sediment quality objectives (SWRCB) tied into fate and transport. BCDC requires sediment management. For tracking progress, Report Card, is now a Status Report and three issues have risen to the top. They are land use, inflow and deployment. Grants focusing on priorities has worked well for implementation. The business of the IC is implementation so how can we make that happen?

Forrest Williams mentioned water quality and the out flow of water from the Delta. Tom reviewed his recommendation sheet. The agenda will be built around implementing the CCMP. It will be action oriented, what can we be doing? How much of a role should SFEP take on? Should they act as a central repository for land use, watershed management, stream restoration, Subtidal goals and Invasive Species and take on the challenge in the land use watershed arena. Tim Smith stated that to the extent it affects land use we need to get in front of ABAG forums as a way to affect General Plans. The Executive Board meeting forum in reference to land use right now is under the radar organization but that needs to change. Travis suggested that we call and raise to the Joint Policy Committee, MTC, ABAG and the Air Board. The CCMP is keeping track of what other people are doing and we need to articulate a strategy. The first presentation we make on CCMP Update should be to the Joint Policy Committee. Staff needs to get involved with the SWRCB Strategic Plan to get an idea of how to embrace what you need to do.

Forrest stated that there is a 20-40 General Plan update that the City of San Jose is working on so there is opportunity for SFEP to make a presentation to see that the update includes CCMP. Our being there is crucial in order to be effective. We need a list of cities to go visit. San Jose will be used as a test case and we need to capitalize on the opportunity for land use challenges as it requires integration with flow. Steve McAdam says we need an implementation coordinator on the staff to make presentations to cities. Tom said we need a matrix of implementation activities and who's going to do them. Question was asked if this work is within the mission of ABAG – can we leverage ABAG staff resources? Barbara stated we need to promote the environment with ABAG as they're not always promoting the environment. We need to target ABAG as implementing agency calling for and tracking measures that have value. The Delta Vision Process is balancing challenges and Rick B. made a pitch to take advantage of that effort.

Rick Breitenbach stated that the Delta Vision will be completing the vision by next month and the Strategic Plan will be developed the following year. CCMP is a vision for the Bay and actions need to be undertaken to coordinate between the two. Ways to utilize the Delta Vision are to spend time interacting with them and have them interact with us.

Leo Winternitz with Delta Vision should come down to talk with us. He heads the staff group and it was suggested that we get into that workgroup to get involved with the Strategic Plan. Rick Morat suggested contacting Leo to find out who we should be talking to. Tom asked if there was any further recommendations on this approach and Rick wants to encourage broader participation by engaging DFG, NOAA and DWR.

Maxene asked if there is something the Conservancy could do. Perhaps we have someone who can go out to cities and counties and coordinate with the Conservancy on prioritizing projects. Forrest for CCMP in terms of implementation the number one priority is to convey what our needs are immediately. Beth Huning stated that the Joint Venture's outreach strategy ID's key messages for groups and targets specific audiences.

Tom – Extract from the CCMP five things to get buy-in. Review things happening, i.e. trash, emerging contaminants and schedule the next meeting priority for the New Director to determine which action areas are a priority.

For the next meeting consider Program Area's as an agenda item. Rick B. suggested we look at each program area and decide on priorities. When asked to determine the top 2 Rick said water supply and quality and Tim Smith mentioned emerging contaminants and SB 966 the safe medicine proposal.

Champions from workgroup team – consider need for workgroup, convene players by an email poll of per area champions. Two to five area projects could attend. February meeting agenda will reflect this strategy.

Meeting adjourned.